RJ Reynolds Tobacco Company

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TO: Region Operations Managers

RE: CATEGORY ADVISOR TRAINING SEMINAR OVERVIEW

Please forward a copy of this letter along with Category Advisor overview booklet to all KAMs and AMs in your region. The enclosed overview booklet provides KAMs and AMs with a refresher to the Category Advisor training materials.

The Category Advisor "selling initiative" is a major component of our trade marketing vision. It is vital that everyone understands and seeks opportunities to apply this learning.

- Category Advisor Process
- RJR Category Professional Tools/AIM

In an effort to provide clear job accountabilities and performance standards, the following is included:

- Standards and Expectations
- New job description charts for AE, KAM, AM positions

In addition, a "Standard Business Report" has been developed to provide an on-going status (top-line results) of RJR Business in assigned accounts. This report shows results/trends on volume, share and profitability along with "speak to's" on action plans and the results to actions plans.

- Example of this 2-page report is included

This Standard Business Report was created in an Excel application and was forwarded to all Field PC's during December 1995.

We are all looking forward to positive results! If there are any questions concerning the Category Advisor manual, the overview booklet or training course content, please call me at extension #6316.

Bill Roth

Sales/Marketing Training
WJR\26:lc
Enclosure

Copy to: (letter only)
Jim Maguire
Colleen Coyle
Bryan Stockdale
AVPs
AMOs

RSMs
Jack Borgen
Diane Faust
Marc Kruth

51846 0571

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/frly0000